AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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NOVEMBER MAJOR APPLIANCE SHIPMENTS NEARLY CLINCH NEW ANNUAL RECORD

CHICAGO -- Over 3.4 million major home appliances were shipped in November, bringing the year-to-date total within 340,000 units of a new annual record, reports the Association of Home Appliance Manufacturers (AHAM).

The current record of 41.8 million units, set last year, is certain to fall when December's shipments are reported. 1986 will become the industry's third consecutive record year.

From January through November, industry shipments exceeded 41.4 million units, establishing a new record for 11 months. Compared to the same period last year, shipments were up 6.8% (over 2.6 million units).

Fueling the drive to a new annual record are year-to-date shipment gains ranging from 3.4% to 12.4% for all products except freezers and home comfort equipment.

Three products -- microwave ovens (11.3 million units), automatic washers (5.3 million units), and dishwashers (3.6 million units) -- have already surpassed their full-year 1985 totals.

November shipments were the second-highest ever recorded for the month, just -1.0% (35,000 units) below the November record set in 1985.

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Shipments increased in November for all products except microwave ovens. Although November's microwave oven shipments (over 1.1 million units) rank as one of the product's highest monthly shipments in history, the level was down 11.5% because of comparison to exceptionally-high November 1985 shipments.

(NOTE TO EDITOR: The Association issued a caution with November 1985's press release regarding the interpretation of that month's microwave oven data. "A backlog in compiling import statistics by government agencies contributed to the artificially high shipment figure. These U.S. Census Bureau statistics are used in developing industry shipment data.")

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS, THOUSANDS OF UNITS
(Domestic Plus Export)
November, 1986

	November			Calendar Year to Date		
	1986	1985	% Change	1986	1985	% Change
ALL MAJOR APPLIANCES*	3,424.6	3,459.4	-1.0%	41,460.0	38,812.5	6.8%
COOKING - TOTAL	1,391.7	1,527.5	-8.9%	14,120.1	12,710.4	11.1%
ELECTRIC RANGES - TOTAL	277.8	269.5	3.1%	3,031.9	2,886.3	5.0%
Free Standing	226.7	220.1	3.0%	2,490.1	2,354.5	5.8%
Built-In	51.2	49.4	3.6%	541.8	531.9	1.9%
MICROWAVE OVENS/RANGES**	1,128.9	1,276.2	-11.5%	11,256.2	10,011.8	12.4%
HOME LAUNDRY - TOTAL	759.7	745.4	1.9%	9,168.0	8,489.9	8.0%
AUTOMATIC WASHERS	410.1	404.9	1.3%	5,279.9	4,889.4	8.0%
DRYERS - TOTAL	349.6	340.4	2.7%	3,888.2	3,600.4	8.0%
Electric	268.0	264.7	1.2%	3,032.0	2,834.9	7.0%
Gas	81.6	75.7	7.8%	856.2	765.6	11.8%
KITCHEN CLEAN UP - TOTAL	691.5	645.6	7.1%	7,686.9	7,244.6	6.1%
DISPOSERS	347.0	334.4	3.8%	3,931.2	3,802.0	3.4%
DISHWASHERS - TOTAL	330.3	297.8	10.9%	3,580.7	3,281.6	9.1%
Built-In	303.1	273.9	10.7%	3,351.6	3,060.1	9.5%
Portable	27.2	23.8	14.3%	229.1	221.5	3.4%
COMPACTORS	14.2	13.4	6.0%	175.1	161.0	8.8%
FOOD PRESERVATION - TOTAL	520.8	500.1	4.1%	7,225.9	6,844.1	5.6%
REFRIGERATORS	448.6	434.3	3.3%	6,076.1	5,683.0	6.9%
FREEZERS - TOTAL	72.2	65.8	9.7%	1,149.8	1,161.1	-1.0%
Chest	38.7	34.9	10.9%	619.5	595.3	4.1%
Upright	33.5	30.8	8.8%	530.4	565.9	-6.3%
HOME COMFORT - TOTAL	60.8	40.9	48.7%	3,258.9	3,523.6	-7.5%
ROOM AIR CONDITIONERS	56.5	39.3	43.8%	2,723.3	2,945.2	-7.5%
DEHUMIDIFIERS	4.3	1.6	168.8%	535.7	578.4	-7.4%
GAS RANGES***	172.6	163.4	5.6%	1,778.7	1,670.8	6.5%

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.